



Hawaii Solar Energy Association
Serving Hawaii Since 1977

June 19, 2009

Honorable Chairman and Members of the
Hawaii Public Utilities Commission
465 South King Street, Room 103
Honolulu, Hawaii 96813

PUBLIC UTILITIES
COMMISSION

2009 JUN 19 P 3:45

FILED

Re: Identification of Witness for Hearing Panels
In Docket No. 2008-0274
Decoupling

Dear Commissioners:

Hawaii Solar Energy Association ("HSEA") hereby identifies its experts assigned to each of the panels at the hearing in the above-referenced docket as follows:

For all panels either Mark Duda or Rick Reed, will be the principal assigned expert for HSEA.

This letter is being served on the date of this letter by electronic transmissions to all parties on the service list in this docket, and two copies are being served on the date of this letter by first class mail to the Division of Consumer Advocacy at the address on the service list in this docket.

Respectfully submitted,

Dated: June 19, 2009; Honolulu, Hawaii

Signed: _____

Mark Duda, President
Hawaii Solar Energy Association

Mark Duda

Personal

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Honolulu, HI 96815
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Professional

928 Nu'uanu Avenue, Suite 401
Honolulu, HI 96817
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experience

DISTRIBUTED ENERGY PARTNERS **Founding Partner**

Honolulu, HI

ELEMENTAL ENERGY LLC, dba SUNETRIC **Principal**

Honolulu, HI
2007-2009

Manage financial systems, relationships, and products to grow solar PV and hot water integration businesses.

- Manage company interactions with the energy finance industry
- Work with clients to optimize financial returns of their renewable energy investments
- Develop and evaluate financing products and models to broaden the market for alternative energy systems

HAWAII SOLAR ENERGY ASSOCIATION **President**

Honolulu, HI
2008-

Design, manage, and implement legislative and regulatory strategy and policy in Hawaii

- Lead all aspects of legislative process from policy analysis, to testimony, to direct lobbying
- Intervene directly in regulatory proceedings
- Lead outreach effort of solar industry in Hawaii through print, tv, and other media
- Dockets/proceedings intervened in directly
 - 2006-0084 Net Energy Metering
 - 2008-0249 Solar Hot Water Standards & Specifications
 - 2008-0273 Feed-in Tariff
 - 2008-0274 Decoupling of HECO Companies
 - 2008-0303 Advance Metering/Time of Use
 - 2009-0098 PV Host Program
 - 2009-0108 IRP Update

HAWAII ENERGY POLICY FORUM

- Member
- Co-Chair of Renewables Working Group

HAWAII CLEAN ENERGY INITIATIVE

- Member, Energy Efficiency Working Group
- Member, 30% Energy Efficiency Task Force

HAWAII PHOTOVOLTAIC COALITION

- Board Member

MARK DUDA, LLC **Principal**

Honolulu, HI
2002-2007

Conduct empirical studies of the housing finance industry, mortgage capital provision, demographic trends, and US housing policy for public and private sector clients using quantitative and qualitative research techniques.

HARVARD UNIVERSITY **Research Analyst**

Cambridge, MA
1999-2002

Used statistical, econometric, and qualitative methodologies to identify and understand trends in residential housing markets and housing finance at the nation's premier housing research center.

education

Ph.D., Clark University (Economic Geography)
M.A., New York University (Economics)
B.A., Miami University (Economics, Political Science)

2002
1995
1992



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RE: DOCKET NO. 2008-0273, "FEED-IN TARIFF DOCKET", HAWAII SOLAR
ENERGY ASSOCIATION WITNESS RESUME.

Richard R. Reed
Hawaii Solar Energy Association

Richard R. Reed has thirty-years of directly relevant experience in the areas of energy efficiency, demand-side management and renewable energy. He has held staff positions in federal and state government and has worked continuously in the renewables industry since moving to the private sector in late 1982. Mr. Reed has participated as an industry advisor in the development and implementation of Hawaiian Electric Company's REWH and RNC demand-side management programs since their first approval by the Public Utilities Commission in March, 1995.

Mr. Reed joined The Solaray Corporation (TSC) headquartered in Honolulu, HI. in 1982, and was appointed its president in 1987. TSC owns and operates Inter-Island Solar Supply, a diversified distributor of renewable energy components and high efficiency mechanical/electrical equipment, and SunEarth Inc., a California-based manufacturer of solar thermal collectors, systems and ancillary components. Mr. Reed is also a founding member of PVT Solar, a manufacturer of hybrid solar electric and thermal systems located in Berkeley, CA.

Mr. Reed has continuously served as an HSEA director since 1982. He also has completed a number of terms as HSEA president and has frequently chaired the government and regulatory affairs committees. In addition to his HSEA experience, Mr. Reed is also a current director of the California Solar Energy Industries Association (CALSEIA). He is a past director of the Solar Energy Industries Association (SEIA) located in Washington, D.C., and the Solar Rating and Certification Corporation (SRCC).

Relevant Experience:

- U.S. Department of Energy, Western Solar Utilization Network (WSUN), 1980 – 1981, Hawaii field office site representative, 1980 – 1981.
- State of Hawaii, Department of Planning & Economic Development (now DBEDT), 1981 – 1982, Energy Analyst.
- Hawaii Solar Energy Association, government and regulatory affairs chair, 1982 – present (intermittent). Has served for many years as the HSEA's primary lobbyist and liaison to the legislature, PUC and State of Hawaii departments and agencies.

- Solar Energy Industries Association, Washington D.C. (SEIA), Solar Advisory Group Member, 1994 – 1998.
- Hawaiian Electric Company, Integrated Resource Plan DSM Advisory Group and Solar Sub-committee, 1995 – 1996, HSEA representative.
- Department of Energy/National Renewable Energy Laboratory subcontractor and prime contractor, SunEarth Inc's principle investigator, 1997 – 2008:
Building Opportunities in the U.S. for Photovoltaics (PV:BONUS) 2, Phases I, II.
Low Cost Residential Polymer Solar Water Heating System, Phases I – VI,
Zero Energy Homes (ZEH) Energy Supply System Integration, Phases I, II, and III.
- Energy Efficiency Policy Task Force (Established by Act 163, 1998, Hawaii State Legislature), 2000 – 2002, participant.
- University of Hawaii Energy Policy Forum, 2002 – 2008, HSEA representative.
Vice-Chair, Renewable Energy Working Group, 2007 – 2008.
- Building Industry of Hawaii, Hawaii Builtgreen™, HSEA Representative.
- Solar Power International 2004, 2005, 2006, 2007, 2008, conference speaker.
- United States Department of Energy, frequent contributor to DOE solar water heating initiatives, roadmapping and collaborative efforts, 1992 – present; e.g. the Solar and High-Performance Water Heating Roadmap Workshop, Baltimore, MD, February, 2004, and Energy Star for residential water heaters, concluded April, 2008.
- Hawaiian Electric Company, Integrated Resource Plan, 2003 (IRP 3), IRP Advisory Group, HSEA representative.
- Hawaiian Electric Company, Integrated Resource Plan, 2007 (IRP 4), Advisory Group, HSEA representative.
- Maui Electric Company, Integrated Resource Plan (IRP 3), IRP Advisory Group, HSEA representative.
- State of Hawaii Public Utilities Commission, Dockets 02-0209 (For Approval of a Residential Demand-Side Management Program etc.), 05-0069 (Energy Efficiency Docket), 2006-0084 (Net Energy Metering), 2007-0323 (Public Benefits Fund Investigation), and 2008-0249 (Solar Water Heating Standards), lead industry representative.
- International Association of Plumbing & Mechanical Officials (IAPMO), industry member and advisor, Uniform Solar Energy Code revision committee, 2005.
- California Center For Sustainable Energy (CCSE), Technical Advisory Board, 2007 - Present.

- U.S. Department of Energy/State of Hawaii, Hawaii Clean Energy Initiative, appointed to the End-Use Energy Efficiency Working Group, 2008.

Work History:

Department of Energy, Western Solar Utilization Network (WSUN), Hawaii site representative 1980 – 1981.

State of Hawaii Department of Planning and Economic Development, Energy Office, (now DBEDT Energy Division), energy analyst, 1981 – 1982.

The Solaray Corporation, Honolulu, HI., 1982 – present; president since 1987. The Solaray Corporation owns and operates:

Inter-Island Solar Supply, Honolulu, Kahului, Kailua-Kona, HI.
Pacific Liquid and Air Systems, Honolulu, HI.
SunEarth Inc., Fontana, CA.

PVT Solar, Berkeley, CA, founding member and advisor.

Education and Academic Experience:

Claremont McKenna College, Claremont, CA., BA in History and Asian Studies, 1972.

University of Hawaii, Honolulu, HI., MA in East Asian History, 1975.

University of Hawaii, Department of History, Graduate Teaching Assistant, 1973- 1975.

National Taiwan Normal University Mandarin Center, Taipei, Taiwan, ROC, non-degree immersion program in Chinese language, 1975 – 1977.

University of Hawaii, East-West Center, grantee 1977 – 1979.

Directorships:

Director, The Solaray Corporation and all operating companies

Director, Hawaii Solar Energy Association (HSEA)

Director, California Solar Energy Industries Association (CALSEIA)

Director, Hawaii Renewable Energy Alliance (HREA)

Past Director, Solar Energy Industries Association, Washington D.C. (SEIA)

Past Director, Solar Rating and Certification Corporation (SRCC)